TRANSPORTATION COORDINATING COMMITTEE / TRANSIT COORDINATING COUNCIL

Friday, January 10, 2014
Administrative Center – Room 3220
10:00 a.m.

MEMBERS PRESENT: Audrey Kader, Don Bina, Tim Kabat, Peter Fletcher, Keith Lee, Steve Johnson, Walter Baltz for Dennis Manthei, Noreen Holmes, Va Thao, Jackie Eastwood.
MEMBERS Excused: Dean Olson, Dennis Manthei, Kristopher Sheehan, Sandy Sechrest, Bill Schultz.
STAFF & GUESTS: Tom Faella, Jackie Eastwood.

CALL TO ORDER/ROLL CALL
Don Bina called the meeting to order at 10:02 a.m. Introductions were done.

APPROVAL OF MINUTES
MOTION by Kabat/Holmes to approve the minutes of November 8, 2013. Motion carried unanimously; Dean Olson, Dennis Manthei, Kristopher Sheehan, Sandy Sechrest, Bill Schultz excused; Richard Running, Roland Bogert, Will Ward, Shaun Morrell, Sandy Turner, Fred Buehler, Paul Wydeven, Mike Poellinger absent.

PUBLIC COMMENT
None.

COUNTY TRANSPORTATION COORDINATING COMMITTEE ANNUAL REPORT
Noreen Holmes provided a summary of the achievements of La Crosse County transportation programs to include funding received, outreach efforts, and ridership totals for the MiniBus, Rural Shared Ride, and S.M.R.T.

SCOPE OF MTU TRANSIT DEVELOPMENT PLAN
Jackie Eastwood passed out the schedule and outline of activities for the metropolitan transportation plan (MTP) and the transit enhancement plan. She provided an overview of the tasks for the transit plan and explained that the consultant for the Coulee Vision 2050 Implementation Plan would be conducting the boarding/alighting and on-board surveys.

In response to a question from Mayor Kabat, Tom Faella explained that the transit plan is a short-range plan whose process is part of the long-range (25 year) planning process for the MTP. Coulee Vision 2050 was part of the MTP process that determined goals and objectives for the MTP. Now, the Coulee Vision process continues with the development of an implementation plan for the MTP that includes the development of boundary agreements.

Discussion turned to ensuring the elderly, disabled, and minority populations are considered. Audrey Kader asked Peter Fletcher if the S.M.R.T bus could augment service to paratransit riders to which he responded that the funding parameters do not allow a pick-up and drop-off within the city.

IDENTIFY UNMET NEEDS TO ADDRESS IN TRANSIT DEVELOPMENT PLAN
Jackie Eastwood asked if anyone had or knew of an issue that they would like addressed in the transit plan. Suggestions could be sent to her via e-mail.
OTHER INFORMATION ITEMS/UPDATES

Coordinated Public Transit Human Services Plan process—Peter Fletcher stated that the counties are required to have an updated coordinated plan to apply for 5310 and other transit funds. He worked with nine counties at a regional meeting in July. The results of the meeting were integrated into the coordinated plan, which is now complete and approved for 2014-2019. The plan can be found on the Mississippi River Regional Planning Commission (MRRPC) website and on the WisDOT website.

SMRT—Peter Fletcher stated that ridership continues to grow, especially after having provided a “free week.” Results of the surveys showed that most riders are female, between the ages of 45 and 64, and taking work trips. Most of the work trips are to Gundersen Lutheran, who has really been promoting the service. Half of the respondents who were going to school attended Western Technical College.

Peter stated that the main challenge moving forward is a drop in State aid from 80% to 71%. They will look to maintain what is working and eliminate what does not. The route between Viroqua and Prairie du Chien is a possible candidate for elimination, while service between Prairie du Chien and La Crosse could be added. The a.m. bus to La Crosse is so busy that they are considering a bigger bus for that route. Peter would also like to market the service better by using social media.

Peter stated that he had met with the regional TCC and Monroe County is looking at service for La Crosse–Sparta–Tomah. The Ho Chunk would like to see a connection between La Crosse and Black River Falls. Discussion turned to providing service between La Crosse and Cashton, developing support from local employers, and advertising. Keith Lee stated that transit service to UWL is a priority for the University because they will be strapped for parking while campus construction continues.

MTU—Keith Lee stated that nothing was new. He is just looking forward to the new transit plan that will help with routes and service to areas such as the Rubber Mills. In response to a question by Walter Baltz about fuel costs, Keith stated that the City has done well at buying futures to keep the cost down. Mayor Kabat added that the City locks in fuel prices each year when they do the budget.

OHWSPT—No representative present.

AGING UNIT RURAL SERVICE—Noreen Holmes stated that she had applied for 5311 for the rural shared ride service for Bangor, Rockland, and Holland. She will be reaching out to some of the other communities to see if they would like to partner for rural service.

OTHER—Tom Faella stated that Senator Ellis introduced a bill that would allow the formation of a regional transit authority (RTA) for the Fox Cities for which Tom wrote a letter of support. Discussion revolved around the need to educate people about RTAs and political support by the LAPC Policy Board and our state legislators.

MOTION Kader/Kabat to incorporate the consideration of a regional transit authority in the transit plan. Motion carried unanimously; Dean Olson, Dennis Manthei, Kristopher Sheehan, Sandy Sechrest, Bill Schultz excused; Richard Running, Roland Bogert, Will Ward, Shaun Morrell, Sandy Turner, Fred Buehler, Paul Wydeven, Mike Poellinger absent.

NEXT MEETING
Friday, January 10, 2014 at 10:00 a.m., pending business.

ADJOURNMENT
MOTION by Kader/Johnson to adjourn. Motion carried unanimously; Dean Olson, Dennis Manthei, Kristopher Sheehan, Sandy Sechrest, Bill Schultz excused; Richard Running, Roland Bogert, Will
Ward, Shaun Morrell, Sandy Turner, Fred Buehler, Paul Wydeven, Mike Poellinger absent. The meeting adjourned at 11:24 a.m.

Disclaimer: The above minutes may be approved, amended or corrected at the next committee meeting. Jackie Eastwood, Recorder.